

Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 1 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	17,588,592	256,166,872	-238,578,280
Total retail trade (NAICS 44 and 45)	15,704,595	225,850,981	-210,146,386
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	3,506,340	46,084,773	-42,578,432
Automobile dealers (NAICS 4411)	2,890,733	43,511,617	-40,620,883
New car dealers (NAICS 44111)	2,583,989	37,482,369	-34,898,379
Used car dealers (NAICS 44112)	306,744	6,029,248	-5,722,504
Other motor vehicle dealers (NAICS 4412)	301,971	16,040	285,931
Recreational vehicle dealers (NAICS 44121)	109,926	0	109,926
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	192,046	16,040	176,006
Boat dealers (NAICS 441222)	69,795	6,690	63,105
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	122,251	9,350	112,901
Automotive parts, accessories, and tire stores (NAICS 4413)	313,636	2,557,116	-2,243,481
Automotive parts and accessories stores (NAICS 44131)	197,806	1,796,803	-1,598,997
Tire dealers (NAICS 44132)	115,829	760,313	-644,484
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	323,552	7,094,330	-6,770,778
Furniture stores (NAICS 4421)	183,147	4,203,273	-4,020,126
Home furnishings stores (NAICS 4422)	140,405	2,891,057	-2,750,652
Floor covering stores (NAICS 44221)	70,865	1,458,352	-1,387,487
Other home furnishings stores (NAICS 44229)	69,540	1,432,705	-1,363,164
Window treatment stores (NAICS 442291)	4,045	186,942	-182,897
All other home furnishings stores (NAICS 442299)	65,496	1,245,763	-1,180,267
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	252,756	5,682,880	-5,430,124
Household appliance stores (NAICS 443141)	53,615	1,491,197	-1,437,582
Electronics stores (NAICS 443142)	199,141	4,191,682	-3,992,541
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	1,163,957	13,731,168	-12,567,211
Building material and supplies dealers (NAICS 4441)	1,017,526	13,731,168	-12,713,642
Home centers (NAICS 44411)	573,195	10,142,087	-9,568,892
Paint and wallpaper stores (NAICS 44412)	34,142	85,775	-51,633
Hardware stores (NAICS 44413)	84,822	453,528	-368,706
Other building material dealers (NAICS 44419)	325,367	3,049,778	-2,724,411
Lawn and garden equipment and supplies stores (NAICS 4442)	146,430	0	146,430
Outdoor power equipment stores (NAICS 44421)	29,185	0	29,185
Nursery, garden center, and farm supply stores (NAICS 44422)	117,245	0	117,245
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	2,234,149	18,223,366	-15,989,217
Grocery stores (NAICS 4451)	2,005,817	9,956,130	-7,950,313
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	1,921,597	9,564,152	-7,642,555
Convenience stores (NAICS 44512)	84,220	391,978	-307,758
Specialty food stores (NAICS 4452)	57,820	2,714,377	-2,656,558
Meat markets (NAICS 44521)	17,684	210,628	-192,945
Fish and seafood markets (NAICS 44522)	6,951	128,024	-121,072
Fruit and vegetable markets (NAICS 44523)	12,116	189,366	-177,250
Other specialty food stores (NAICS 44529)	21,069	2,186,359	-2,165,290
All other specialty food stores (NAICS 445299)	9,879	1,130,927	-1,121,048
Beer, wine, and liquor stores (NAICS 4453)	170,512	5,552,859	-5,382,347
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	941,977	19,018,839	-18,076,862
Pharmacies and drug stores (NAICS 44611)	808,243	14,299,754	-13,491,512
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	55,946	1,873,619	-1,817,673
Optical goods stores (NAICS 44613)	26,594	953,265	-926,671
Other health and personal care stores (NAICS 44619)	51,194	1,892,200	-1,841,006
Food (health) supplement stores (NAICS 446191)	18,077	919,827	-901,750
All other health and personal care stores (NAICS 446199)	33,117	972,373	-939,256
Gasoline Stations			
Gasoline stations (NAICS 447)	1,249,683	20,437,099	-19,187,416

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



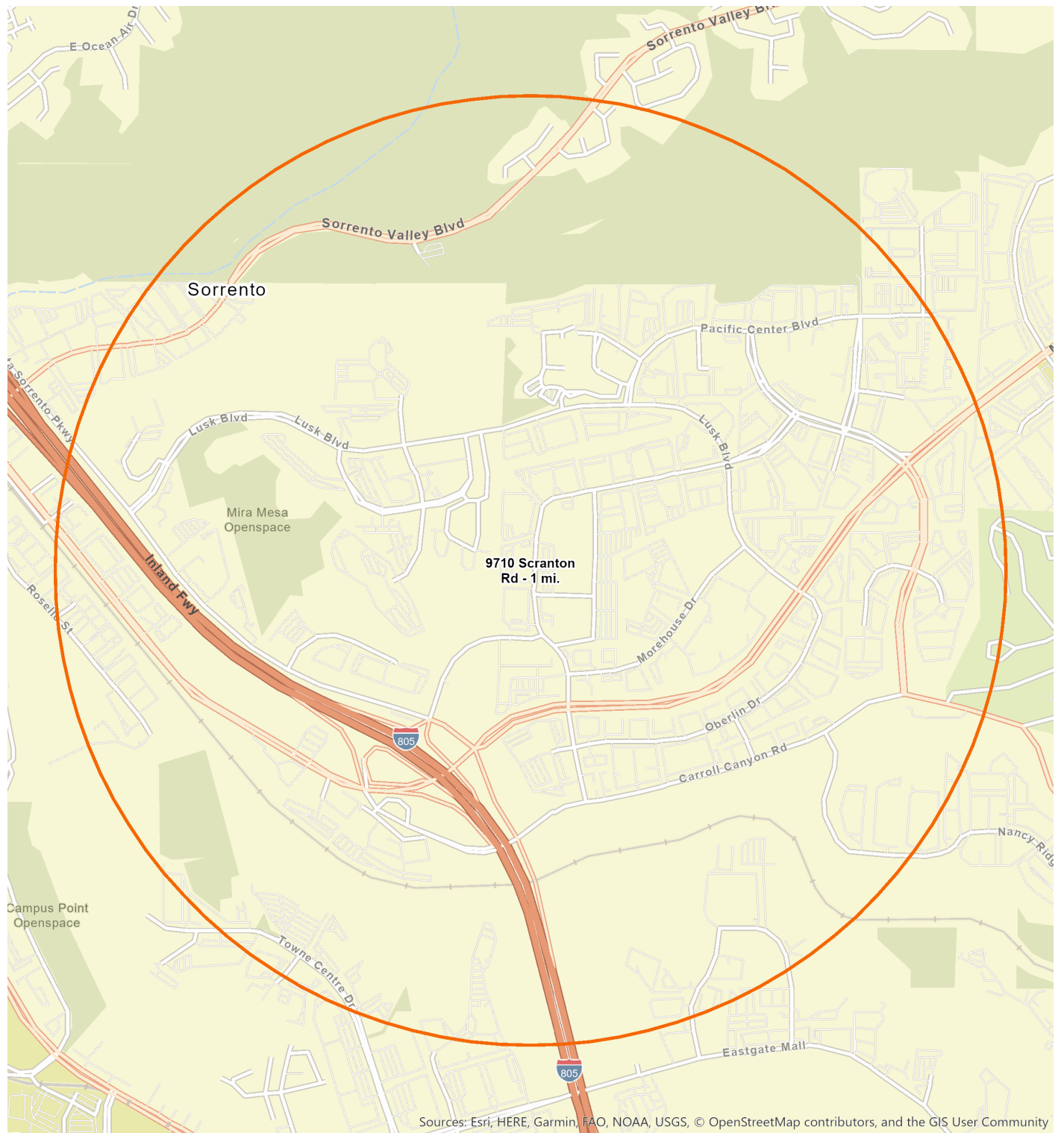
Trade Area: 9710 Scranton Rd - 1 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	746,916	24,143,208	-23,396,292
Clothing stores (NAICS 4481)	511,835	15,303,249	-14,791,414
Men's clothing stores (NAICS 44811)	19,898	608,463	-588,565
Women's clothing stores (NAICS 44812)	101,804	2,156,653	-2,054,849
Children's and infants' clothing stores (NAICS 44813)	18,205	675,862	-657,658
Family clothing stores (NAICS 44814)	299,105	9,857,217	-9,558,111
Clothing accessories stores (NAICS 44815)	26,480	859,128	-832,648
Other clothing stores (NAICS 44819)	46,344	1,145,926	-1,099,582
Shoe stores (NAICS 4482)	81,280	2,809,752	-2,728,472
Jewelry, luggage, and leather goods stores (NAICS 4483)	153,801	6,030,207	-5,876,406
Jewelry stores (NAICS 44831)	100,461	3,580,025	-3,479,564
Luggage and leather goods stores (NAICS 44832)	53,340	2,450,182	-2,396,842
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	248,399	5,201,137	-4,952,739
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	218,464	4,401,372	-4,182,909
Sporting goods stores (NAICS 45111)	143,416	2,756,832	-2,613,416
Hobby, toy, and game stores (NAICS 45112)	57,394	1,183,826	-1,126,432
Sewing, needlework, and piece goods stores (NAICS 45113)	7,263	184,349	-177,086
Musical instrument and supplies stores (NAICS 45114)	10,390	276,366	-265,975
Book stores and news dealers (NAICS 4512)	29,935	799,765	-769,830
Book stores (NAICS 451211)	27,849	799,382	-771,533
News dealers and newsstands (NAICS 451212)	2,086	383	1,703
General Merchandise Stores			
General merchandise stores (NAICS 452)	1,984,361	32,137,728	-30,153,367
Department stores (NAICS 4522)	262,014	4,539,591	-4,277,577
Other general merchandise stores (NAICS 4523)	1,722,347	27,598,137	-25,875,790
Warehouse clubs and supercenters (NAICS 452311)	1,561,513	26,022,005	-24,460,492
All other general merchandise stores (NAICS 452319)	160,834	1,576,131	-1,415,298
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	331,809	6,605,820	-6,274,012
Florists (NAICS 4531)	15,726	267,519	-251,793
Office supplies, stationery, and gift stores (NAICS 4532)	60,961	1,383,713	-1,332,752
Office supplies and stationery stores (NAICS 45321)	25,821	629,124	-603,302
Gift, novelty, and souvenir stores (NAICS 45322)	35,139	764,589	-729,450
Used merchandise stores (NAICS 4533)	48,800	1,205,350	-1,156,549
Other miscellaneous store retailers (NAICS 4539)	206,322	3,739,239	-3,532,917
Pet and pet supplies stores (NAICS 45391)	67,459	1,585,196	-1,517,737
Art dealers (NAICS 45392)	30,216	358,199	-327,983
Manufactured (mobile) home dealers (NAICS 45393)	19,384	203,368	-183,983
All other miscellaneous store retailers (NAICS 45399)	89,262	1,592,476	-1,503,214
Tobacco stores (NAICS 453991)	26,406	386,851	-360,445
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	62,856	1,205,624	-1,142,768
Non-store Retailers			
Non-store retailers (NAICS 454)	2,720,696	27,490,633	-24,769,937
Electronic shopping and mail-order houses (NAICS 4541)	2,600,007	26,399,750	-23,799,743
Vending machine operators (NAICS 4542)	13,988	611	13,378
Direct selling establishments (NAICS 4543)	106,701	1,090,273	-983,572
Fuel dealers (NAICS 45431)	64,448	306,248	-241,800
Other direct selling establishments (NAICS 45439)	42,253	784,025	-741,771
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	1,883,997	30,315,892	-28,431,895
Special food services (NAICS 7223)	145,695	5,533,272	-5,387,577
Food service contractors (NAICS 72231)	115,248	510,904	-395,656
Caterers (NAICS 72232)	27,478	2,864,397	-2,836,919
Mobile food services (NAICS 72233)	2,970	2,157,971	-2,155,002
Drinking places (alcoholic beverages) (NAICS 7224)	59,857	1,471,545	-1,411,689
Restaurants and other eating places (NAICS 7225)	1,678,445	23,311,074	-21,632,628
Full-service restaurants (NAICS 722511)	831,761	17,276,286	-16,444,525
Limited-service restaurants (NAICS 722513)	718,285	2,422,800	-1,704,516
Cafeterias, grill buffets, and buffets (NAICS 722514)	18,312	604,107	-585,795
Snack and non-alcoholic beverage bars (NAICS 722515)	110,088	3,007,881	-2,897,793

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	2,391,588,065	2,790,091,008	-398,502,943
Total retail trade (NAICS 44 and 45)	2,127,660,858	2,457,960,909	-330,300,051
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	467,414,091	661,360,347	-193,946,256
Automobile dealers (NAICS 4411)	389,779,743	634,092,245	-244,312,503
New car dealers (NAICS 44111)	348,290,369	405,847,885	-57,557,515
Used car dealers (NAICS 44112)	41,489,373	228,244,361	-186,754,987
Other motor vehicle dealers (NAICS 4412)	36,627,599	11,845,871	24,781,728
Recreational vehicle dealers (NAICS 44121)	12,787,216	2,931,507	9,855,709
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	23,840,384	8,914,365	14,926,019
Boat dealers (NAICS 441222)	8,142,346	2,966,042	5,176,303
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	15,698,038	5,928,322	9,769,715
Automotive parts, accessories, and tire stores (NAICS 4413)	41,006,749	15,422,230	25,584,519
Automotive parts and accessories stores (NAICS 44131)	25,843,565	12,627,202	13,216,363
Tire dealers (NAICS 44132)	15,163,184	2,795,028	12,368,156
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	42,918,606	82,658,125	-39,739,519
Furniture stores (NAICS 4421)	24,059,847	47,353,678	-23,293,831
Home furnishings stores (NAICS 4422)	18,858,760	35,304,447	-16,445,688
Floor covering stores (NAICS 44221)	9,580,439	19,623,871	-10,043,432
Other home furnishings stores (NAICS 44229)	9,278,321	15,680,577	-6,402,256
Window treatment stores (NAICS 442291)	558,909	486,666	72,243
All other home furnishings stores (NAICS 442299)	8,719,412	15,193,911	-6,474,499
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	34,148,431	68,785,245	-34,636,814
Household appliance stores (NAICS 443141)	7,110,062	8,805,795	-1,695,733
Electronics stores (NAICS 443142)	27,038,368	59,979,450	-32,941,082
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	147,742,964	244,334,009	-96,591,044
Building material and supplies dealers (NAICS 4441)	128,788,363	238,491,823	-109,703,460
Home centers (NAICS 44411)	72,903,414	178,709,102	-105,805,688
Paint and wallpaper stores (NAICS 44412)	4,152,837	1,277,283	2,875,554
Hardware stores (NAICS 44413)	10,750,259	5,181,192	5,569,067
Other building material dealers (NAICS 44419)	40,981,854	53,324,247	-12,342,393
Lawn and garden equipment and supplies stores (NAICS 4442)	18,954,601	5,842,186	13,112,416
Outdoor power equipment stores (NAICS 44421)	3,739,564	61,597	3,677,967
Nursery, garden center, and farm supply stores (NAICS 44422)	15,215,038	5,780,589	9,434,449
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	310,870,507	215,258,590	95,611,917
Grocery stores (NAICS 4451)	278,901,280	160,206,892	118,694,388
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	266,953,000	150,366,694	116,586,306
Convenience stores (NAICS 44512)	11,948,281	9,840,198	2,108,082
Specialty food stores (NAICS 4452)	8,070,243	21,423,471	-13,353,229
Meat markets (NAICS 44521)	2,474,952	2,754,057	-279,106
Fish and seafood markets (NAICS 44522)	972,336	2,192,126	-1,219,790
Fruit and vegetable markets (NAICS 44523)	1,682,535	5,711,603	-4,029,068
Other specialty food stores (NAICS 44529)	2,940,420	10,765,685	-7,825,264
All other specialty food stores (NAICS 445299)	1,380,239	5,642,065	-4,261,827
Beer, wine, and liquor stores (NAICS 4453)	23,898,983	33,628,226	-9,729,243
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	125,613,954	118,137,736	7,476,218
Pharmacies and drug stores (NAICS 44611)	107,981,625	83,828,031	24,153,593
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	7,471,490	13,651,842	-6,180,352
Optical goods stores (NAICS 44613)	3,351,467	7,497,666	-4,146,199
Other health and personal care stores (NAICS 44619)	6,809,372	13,160,197	-6,350,825
Food (health) supplement stores (NAICS 446191)	2,408,229	6,389,296	-3,981,068
All other health and personal care stores (NAICS 446199)	4,401,143	6,770,900	-2,369,757
Gasoline Stations			
Gasoline stations (NAICS 447)	175,764,240	126,998,163	48,766,077

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 3 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	104,988,394	145,344,089	-40,355,694
Clothing stores (NAICS 4481)	72,017,481	88,825,163	-16,807,682
Men's clothing stores (NAICS 44811)	2,888,522	4,100,258	-1,211,736
Women's clothing stores (NAICS 44812)	14,302,252	12,675,365	1,626,887
Children's and infants' clothing stores (NAICS 44813)	2,438,563	4,482,340	-2,043,777
Family clothing stores (NAICS 44814)	42,064,297	54,963,161	-12,898,865
Clothing accessories stores (NAICS 44815)	3,781,596	5,508,187	-1,726,591
Other clothing stores (NAICS 44819)	6,542,251	7,095,851	-553,600
Shoe stores (NAICS 4482)	11,731,932	19,403,136	-7,671,204
Jewelry, luggage, and leather goods stores (NAICS 4483)	21,238,981	37,115,789	-15,876,808
Jewelry stores (NAICS 44831)	13,603,753	21,667,137	-8,063,383
Luggage and leather goods stores (NAICS 44832)	7,635,228	15,448,653	-7,813,425
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	33,734,670	57,270,174	-23,535,504
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	29,469,851	48,355,744	-18,885,893
Sporting goods stores (NAICS 45111)	19,350,749	31,028,415	-11,677,666
Hobby, toy, and game stores (NAICS 45112)	7,736,410	12,482,670	-4,746,260
Sewing, needlework, and piece goods stores (NAICS 45113)	988,130	2,078,569	-1,090,439
Musical instrument and supplies stores (NAICS 45114)	1,394,563	2,766,090	-1,371,527
Book stores and news dealers (NAICS 4512)	4,264,818	8,914,430	-4,649,612
Book stores (NAICS 451211)	3,973,435	7,171,015	-3,197,580
News dealers and newsstands (NAICS 451212)	291,383	1,743,415	-1,452,032
General Merchandise Stores			
General merchandise stores (NAICS 452)	272,252,610	358,237,136	-85,984,526
Department stores (NAICS 4522)	36,707,661	50,733,134	-14,025,473
Other general merchandise stores (NAICS 4523)	235,544,949	307,504,002	-71,959,054
Warehouse clubs and supercenters (NAICS 452311)	213,572,004	290,130,427	-76,558,423
All other general merchandise stores (NAICS 452319)	21,972,945	17,373,575	4,599,369
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	44,692,105	72,608,211	-27,916,105
Florists (NAICS 4531)	2,017,591	4,036,996	-2,019,405
Office supplies, stationery, and gift stores (NAICS 4532)	8,273,672	14,624,581	-6,350,909
Office supplies and stationery stores (NAICS 45321)	3,550,950	6,499,262	-2,948,311
Gift, novelty, and souvenir stores (NAICS 45322)	4,722,722	8,125,320	-3,402,598
Used merchandise stores (NAICS 4533)	6,536,613	11,885,873	-5,349,261
Other miscellaneous store retailers (NAICS 4539)	27,864,229	42,060,760	-14,196,531
Pet and pet supplies stores (NAICS 45391)	9,176,767	18,172,161	-8,995,395
Art dealers (NAICS 45392)	4,044,954	3,680,730	364,225
Manufactured (mobile) home dealers (NAICS 45393)	2,251,145	1,933,722	317,424
All other miscellaneous store retailers (NAICS 45399)	12,391,363	18,274,147	-5,882,784
Tobacco stores (NAICS 453991)	4,069,875	4,364,323	-294,447
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	8,321,488	13,909,825	-5,588,337
Non-store Retailers			
Non-store retailers (NAICS 454)	367,520,285	306,969,084	60,551,201
Electronic shopping and mail-order houses (NAICS 4541)	351,270,501	294,343,276	56,927,224
Vending machine operators (NAICS 4542)	1,954,103	2,680,257	-726,154
Direct selling establishments (NAICS 4543)	14,295,682	9,945,551	4,350,131
Fuel dealers (NAICS 45431)	8,647,214	3,136,614	5,510,600
Other direct selling establishments (NAICS 45439)	5,648,467	6,808,936	-1,160,469
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	263,927,208	332,130,099	-68,202,891
Special food services (NAICS 7223)	20,093,910	35,137,252	-15,043,341
Food service contractors (NAICS 72231)	15,802,953	25,065,679	-9,262,726
Caterers (NAICS 72232)	3,872,095	7,302,358	-3,430,263
Mobile food services (NAICS 72233)	418,863	2,769,214	-2,350,352
Drinking places (alcoholic beverages) (NAICS 7224)	8,112,324	8,479,393	-367,068
Restaurants and other eating places (NAICS 7225)	235,720,973	288,513,455	-52,792,482
Full-service restaurants (NAICS 722511)	116,342,571	161,085,357	-44,742,786
Limited-service restaurants (NAICS 722513)	101,278,584	84,055,315	17,223,269
Cafeterias, grill buffets, and buffets (NAICS 722514)	2,582,330	5,019,650	-2,437,320
Snack and non-alcoholic beverage bars (NAICS 722515)	15,517,488	38,353,133	-22,835,645

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 5 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	6,762,927,695	5,759,309,848	1,003,617,846
Total retail trade (NAICS 44 and 45)	6,016,734,088	4,948,171,750	1,068,562,338
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	1,344,793,834	1,617,109,720	-272,315,886
Automobile dealers (NAICS 4411)	1,112,217,584	1,554,819,687	-442,602,103
New car dealers (NAICS 44111)	994,036,706	1,313,244,526	-319,207,820
Used car dealers (NAICS 44112)	118,180,878	241,575,161	-123,394,284
Other motor vehicle dealers (NAICS 4412)	113,512,661	29,871,802	83,640,859
Recreational vehicle dealers (NAICS 44121)	40,945,406	6,873,744	34,071,662
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	72,567,256	22,998,059	49,569,197
Boat dealers (NAICS 441222)	26,021,397	7,022,675	18,998,721
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	46,545,859	15,975,383	30,570,476
Automotive parts, accessories, and tire stores (NAICS 4413)	119,063,589	32,418,231	86,645,358
Automotive parts and accessories stores (NAICS 44131)	75,052,091	23,064,792	51,987,299
Tire dealers (NAICS 44132)	44,011,498	9,353,439	34,658,059
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	125,146,217	138,679,440	-13,533,223
Furniture stores (NAICS 4421)	70,445,078	80,916,939	-10,471,861
Home furnishings stores (NAICS 4422)	54,701,138	57,762,500	-3,061,362
Floor covering stores (NAICS 44221)	27,983,953	29,597,663	-1,613,711
Other home furnishings stores (NAICS 44229)	26,717,186	28,164,837	-1,447,651
Window treatment stores (NAICS 442291)	1,542,026	1,134,588	407,438
All other home furnishings stores (NAICS 442299)	25,175,159	27,030,248	-1,855,089
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	95,451,638	107,118,644	-11,667,005
Household appliance stores (NAICS 443141)	20,137,578	27,539,710	-7,402,132
Electronics stores (NAICS 443142)	75,314,060	89,578,934	-14,264,874
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	434,866,917	389,614,150	45,252,768
Building material and supplies dealers (NAICS 4441)	379,384,733	382,402,711	-3,017,978
Home centers (NAICS 44411)	214,320,058	273,141,253	-58,821,195
Paint and wallpaper stores (NAICS 44412)	12,758,655	3,151,762	9,606,893
Hardware stores (NAICS 44413)	31,644,108	12,645,897	18,998,211
Other building material dealers (NAICS 44419)	120,661,912	93,463,799	27,198,113
Lawn and garden equipment and supplies stores (NAICS 4442)	55,482,184	7,211,438	48,270,746
Outdoor power equipment stores (NAICS 44421)	11,063,936	131,814	10,932,122
Nursery, garden center, and farm supply stores (NAICS 44422)	44,418,248	7,079,625	37,338,623
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	863,592,466	535,947,129	327,645,338
Grocery stores (NAICS 4451)	774,497,027	455,455,914	319,041,114
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	741,666,267	428,819,835	312,846,431
Convenience stores (NAICS 44512)	32,830,761	26,636,078	6,194,683
Specialty food stores (NAICS 4452)	22,412,494	33,859,946	-11,447,452
Meat markets (NAICS 44521)	6,878,625	5,813,568	1,065,057
Fish and seafood markets (NAICS 44522)	2,701,750	4,764,073	-2,062,323
Fruit and vegetable markets (NAICS 44523)	4,672,393	8,490,285	-3,817,892
Other specialty food stores (NAICS 44529)	8,159,726	14,792,020	-6,632,294
All other specialty food stores (NAICS 445299)	3,839,440	7,779,959	-3,940,519
Beer, wine, and liquor stores (NAICS 4453)	66,682,945	46,631,269	20,051,676
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	352,435,068	195,862,895	156,572,173
Pharmacies and drug stores (NAICS 44611)	302,212,275	134,035,269	168,177,006
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	20,913,456	25,679,445	-4,765,989
Optical goods stores (NAICS 44613)	10,241,730	11,476,164	-1,234,434
Other health and personal care stores (NAICS 44619)	19,067,607	24,672,016	-5,604,410
Food (health) supplement stores (NAICS 446191)	6,740,797	11,973,206	-5,232,409
All other health and personal care stores (NAICS 446199)	12,326,810	12,698,810	-372,001
Gasoline Stations			
Gasoline stations (NAICS 447)	484,658,485	209,774,383	274,884,102

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 5 mi.

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	293,142,864	238,340,419	54,802,445
Clothing stores (NAICS 4481)	200,929,563	143,519,040	57,410,523
Men's clothing stores (NAICS 44811)	7,937,088	7,003,368	933,720
Women's clothing stores (NAICS 44812)	39,636,436	20,538,156	19,098,281
Children's and infants' clothing stores (NAICS 44813)	7,239,281	7,607,817	-368,536
Family clothing stores (NAICS 44814)	117,566,458	87,507,594	30,058,864
Clothing accessories stores (NAICS 44815)	10,433,732	9,208,434	1,225,298
Other clothing stores (NAICS 44819)	18,116,567	11,653,672	6,462,895
Shoe stores (NAICS 4482)	32,861,990	33,792,363	-930,372
Jewelry, luggage, and leather goods stores (NAICS 4483)	59,351,311	61,029,017	-1,677,706
Jewelry stores (NAICS 44831)	38,236,869	35,434,086	2,802,784
Luggage and leather goods stores (NAICS 44832)	21,114,442	25,594,931	-4,480,490
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	96,360,116	98,486,772	-2,126,656
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	84,685,797	84,951,252	-265,455
Sporting goods stores (NAICS 45111)	56,329,724	55,883,688	446,036
Hobby, toy, and game stores (NAICS 45112)	21,717,253	21,423,124	294,129
Sewing, needlework, and piece goods stores (NAICS 45113)	2,837,610	3,103,447	-265,836
Musical instrument and supplies stores (NAICS 45114)	3,801,210	4,540,993	-739,783
Book stores and news dealers (NAICS 4512)	11,674,319	13,535,521	-1,861,202
Book stores (NAICS 451211)	10,872,244	11,792,106	-919,862
News dealers and newsstands (NAICS 451212)	802,075	1,743,415	-941,340
General Merchandise Stores			
General merchandise stores (NAICS 452)	762,349,151	695,568,530	66,780,622
Department stores (NAICS 4522)	102,347,733	92,136,851	10,210,882
Other general merchandise stores (NAICS 4523)	660,001,419	603,431,679	56,569,740
Warehouse clubs and supercenters (NAICS 452311)	598,300,814	573,255,064	25,045,749
All other general merchandise stores (NAICS 452319)	61,700,605	30,176,614	31,523,990
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	126,507,979	126,612,595	-104,616
Florists (NAICS 4531)	5,965,657	5,254,366	711,291
Office supplies, stationery, and gift stores (NAICS 4532)	23,500,199	24,761,777	-1,261,578
Office supplies and stationery stores (NAICS 45321)	9,987,674	11,035,551	-1,047,877
Gift, novelty, and souvenir stores (NAICS 45322)	13,512,525	13,726,226	-213,702
Used merchandise stores (NAICS 4533)	18,239,297	20,349,245	-2,109,948
Other miscellaneous store retailers (NAICS 4539)	78,802,826	76,247,207	2,555,618
Pet and pet supplies stores (NAICS 45391)	25,887,546	32,994,392	-7,106,846
Art dealers (NAICS 45392)	11,281,084	6,263,595	5,017,490
Manufactured (mobile) home dealers (NAICS 45393)	7,217,895	3,296,694	3,921,200
All other miscellaneous store retailers (NAICS 45399)	34,416,301	33,692,527	723,775
Tobacco stores (NAICS 453991)	10,507,826	7,303,941	3,203,885
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	23,908,475	26,388,586	-2,480,111
Non-store Retailers			
Non-store retailers (NAICS 454)	1,037,429,352	595,057,073	442,372,279
Electronic shopping and mail-order houses (NAICS 4541)	991,681,760	575,317,077	416,364,683
Vending machine operators (NAICS 4542)	5,415,391	2,680,257	2,735,133
Direct selling establishments (NAICS 4543)	40,332,201	17,059,739	23,272,462
Fuel dealers (NAICS 45431)	24,283,185	4,782,624	19,500,561
Other direct selling establishments (NAICS 45439)	16,049,016	12,277,115	3,771,901
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	746,193,607	811,138,099	-64,944,492
Special food services (NAICS 7223)	57,467,940	60,156,821	-2,688,881
Food service contractors (NAICS 72231)	45,421,292	45,553,664	-132,372
Caterers (NAICS 72232)	10,872,153	11,795,820	-923,668
Mobile food services (NAICS 72233)	1,174,496	2,807,337	-1,632,841
Drinking places (alcoholic beverages) (NAICS 7224)	23,994,311	27,777,422	-3,783,111
Restaurants and other eating places (NAICS 7225)	664,731,355	723,203,855	-58,472,500
Full-service restaurants (NAICS 722511)	329,825,433	388,770,447	-58,945,013
Limited-service restaurants (NAICS 722513)	284,153,004	236,084,533	48,068,472
Cafeterias, grill buffets, and buffets (NAICS 722514)	7,244,477	13,605,651	-6,361,174
Snack and non-alcoholic beverage bars (NAICS 722515)	43,508,441	84,743,225	-41,234,785

Benchmark: USA

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<https://claritas.easptlight.com/Spotlight/About/3/2023>

Trade Area: 9710 Scranton Rd - 5 mi.



Report Details

Name: Retail Market Power® Opportunity Gap by Retail Store Types 2023
Date / Time: 1/6/2023 11:04:39 AM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
9710 Scranton Rd - 1 mi.		N/A
9710 Scranton Rd - 3 mi.		N/A
9710 Scranton Rd - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
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